

**HOLLYWOOD PROPERTY OWNERS ALLIANCE  
BOARD OF DIRECTORS**

**Minutes**

**Thursday, July 24, 2014**

**Retreat**

**Eastown – 6201 Hollywood Boulevard**

**Officers and Directors Present**

Drew Planting, Treasurer, GPI  
David Benavente, Shine America  
Joseph D’Amore, CRC Entertainment Inc.  
Mark Echeverria, The Musso & Frank Grill  
Michael Gargano, Argent Ventures, LLC  
Chad Lewis, Klein Financial Corporation  
Don Mushin, Toyota of Hollywood  
Frank Stephan, Clarett West Development  
Mark Stephenson, Hollywood United Methodist Church  
Monica Yamada, CIM Group, Inc.

**Absent**

John Tronson, President, Tronson Investment Group  
John Lyons, Vice President, Avalon Hollywood/Bardot  
Jan Martin, Secretary, AMDA  
Leslie Blumberg, The Fonda  
Charlie Colletta, HEI, LLC.  
David Green, Nederlander Organization  
Galo Medina, Comprehensive Financial Services

**Staff**

Sarah Besley  
Ginnie Gallo  
Joe Mariani  
Kerry Morrison  
Devin Strecker

**Guests**

Laurie Goldman and Michael Gonzales, Friends of Hollywood Central Park  
Genevieve Haines – Haines & Co.  
    Clair Sebenius  
    Nerissa Silao  
Leron Gubler – Hollywood Chamber of Commerce  
Captain Peter Zarcone - LAPD

## **I. Call to Order**

The meeting was called to order at 9:15 a.m.

## **II. Open Forum**

- Laurie Goldman & Michael Gonzales presented a diorama of Hollywood Central Park and discussed plans for this 44-acre regional park built over the Hollywood Freeway. Construction will start in 2016.
- Frank Stephan presented members of his leasing team – Jeff, Kelly, and Sophia. Stephan noted that Eastown officially started leasing this week with the first move-ins to begin July 30, 2014. Leasing will occur in phases with the entire project completed by October, 2014. Included are 535 apartments, 75,000 sq. ft. of ground floor retail on the Walk of Fame with 225 retail parking spaces.

## **III. Approval of Minutes**

**It was moved by Mark Stephenson, seconded by Chad Lewis, and CARRIED to approve the minutes from the Board's June 19, 2014 meeting. Unanimously approved.**

## **IV. Treasurer's Report**

- A. The Board was presented a copy of the 2013 tax return prepared by RBZ.

**It was moved by Monica Yamada, seconded by Mark Stephenson, and CARRIED to accept and acknowledge the receipt of the 2013 tax return prepared by RBZ. Unanimously approved.**

## **V. New Business**

- A. The ad-hoc Insurance Working Group reported on their due diligence in identifying a new broker for the HPOA book of business. They asked for board approval to sign a "broker of record" letter with Arthur J. Gallagher & Co. for all lines of insurance.

**It was moved by Mark Stephenson, seconded by Don Mushin, and CARRIED to approve the signing of "broker of record" letter with Arthur J. Gallagher & Co.**

## **VI. Planning for the Future of the BID.**

- A. The board spent the next several hours working through themes and issues to help prepare for the development of a set of priorities and working objectives for the next year to 18 months. The following occurred:
  - a. Kerry Morrison presented a history lesson on the last six years, to help the board set the context for how much had changed since the new BID was launched in 2009, right after the start of the economic downturn. She reviewed economic trends, civic/political trends, community milestones and BID activities and interventions.

- b. Staff and board subcommittees walked through each of the four theme areas in the BID workplan, and recommended those that should be eliminated (either because they have been accomplished or are no longer relevant) and those that should be added. Those four theme areas are: Safe Hollywood Nights, Aesthetics: Public Realm, Aesthetics: Private Realm; and Hollywood Sidewalks
- c. Haines & Co provided a one year progress report on their activities focused upon “changing the conversation about Hollywood” and identifying branding themes. They shared new opportunities for exposure in the conventional media and social media; displayed the new web strategy and provided a glimpse of the new infographic initiative to share positive information, statistics and trends about the BID.
- d. The board took a tour of Easttown with Frank Stephan.
- e. Captain Zarcone was invited in over lunch to discuss trends from the perspective of LAPD. He expressed great satisfaction with the BID patrol, and commended them on their value as a partner to LAPD in keeping this area safe. He also expressed support for the upgrade of the video surveillance camera system.
- f. There was a general lunch time discussion about issues to be aware of in preparation for the expiration of the BID in 2018 (and the need to begin thinking about renewal in 2016). In particular Morrison brought up:
  - i. Possibility of including an assessment for Walk of Fame repair as a linear sidewalk assessment for properties that abut the WOF. (Stephan raised the issue that this could pose a problem for developers who have had to invest heavily in WOF improvements as a condition of construction. There would have to be an equitable way to distribute that cost burden.)
  - ii. Possibility of having a 24-hour security presence in the new BID.
  - iii. Possibility of merging the boundaries of the two sister BIDs together (Sunet and Hollywood) since they both expire at the same time. A larger BID could be formed with multiple zones of benefit, to differentiate between the different needs in the various pockets of Hollywood.

## **V. Staff Updates**

- A. BISNOW – Joe Mariani reported that they are planning an event in Hollywood October 21 – 23. Kilroy is the primary sponsor. A table at the event would help promote the BID at a cost of \$3,000. This would be split with the Sunset BID and taken from the Marketing budget. More details to follow.
- B. Panhandling Initiative – Kerry Morrison reported on an initiative of the Alcohol Task Force which involves a campaign to discourage panhandling. John Tronson and Fred Rosenthal from

the Sunset BID were part of a discussion group attending a planning meeting Tuesday, July 23, 2014, at the BID office. Discussed were the use of “parking meters” to be installed on private property with the monies being donated for homeless assistance. Also discussed was the use of information discouraging giving to panhandlers being placed in hotels, tour buses, etc. This group will meet again in August.

- C. The Annual All Property Owners Meeting is being held Wednesday, August 6, 2014, at Emerson College. It will be a joint meeting again this year with the Sunst & Vine BID. Morrison welcomed any ideas for presentations.
- D. Morrison noted that the Nominating Committee will be meeting in early August. Applications for Board are due to the BID office by 5:00 p.m. July 31, 2014.
- E. Hollywood Half Marathon April 2015 – Joe Mariani reported that because of complaints from local businesses on the loss of earnings, the marathon has been scheduled on Sunday rather than Saturday. Local churches object to this change due to the impact on their Sunday services. It was suggested that staff advise our council district that this marathon does not benefit Hollywood and should be held elsewhere.
- F. Music Festival – staff distributed an update from a meeting held on July 17, 2014 re/ the potential for partnering with or supporting key players interested in creating a Music Festival for Hollywood. Members of the committee met with representatives from The Hotel Café on Cahuenga.

**VI. Next Meeting:** The next meeting will be held September 18, 2014.  
There will be no August 2014 meeting owing to a summer hiatus.

**XI. Adjournment:** The meeting was adjourned at 1:30 p.m.